

# DEFINE NEW PRODUCT DESIGN STRATEGIES FOR MARKET SUCCESS

OER: FORECASTING AND MARKET ANALYSIS TECHNIQUES

## Objective & Scope

The aim of the learning activity is to identify strengths, weaknesses, opportunities and threats of a company working in the technical textile sector from different perspectives, stimulating students critical thinking in order to discover new product design possibilities. Students will be required to apply some of the market analysis techniques presented in the OER to find strategies in order to minimize the analysed enterprise weaknesses and exploit the underlined opportunities to develop successful strategies to adopt into the market.

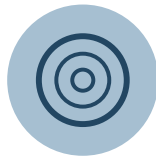
## Activity Question

**Which features a new product / design should have to let the analysed enterprise to get a strategic advantage into the market?**

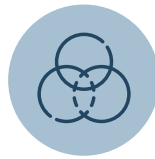
## Learning Goals

- To apprehend the process and the different steps needed to conduct a market analysis;
- To apply SWOT analysis to evaluate internal and external variables impacting on the launch of a new product;
- To use the EMPHATHY MAP to analyse consumer' preferences and trends;
- To use the data resulting from the conducted market analysis to take decisions about the new product / innovative design to launch.

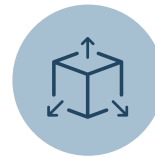
## Categories



**Business and Marketing**



**Design Process**



**Product Design**

## References

- Tools and resources. (n.d.). Regional Business Centre. Retrieved 2021, from <https://regionalbusiness.ca/tools-and-resources/>
- Sammut-Bonnici, T. and Galea, D. (2015). SWOT Analysis. In Wiley Encyclopedia of Management (eds. C.L. Cooper, J. McGee and T. Sammut-Bonnici). <https://doi.org/10.1002/9781118785317.wcom120103>
- Campbell, C. (2021, April 8). SWOT Analysis: A Simple Way to Find Your Competitive Edge. Shopify. Retrieved 2021, from <https://www.shopify.com/blog/swot-analysis>
- Brown, J. L. (n.d.). Empathy Mapping: A Guide to Getting Inside a User's Head. UXbooth. Retrieved 2021, from <https://www.uxbooth.com/articles/empathy-mapping-a-guide-to-getting-inside-a-users-head/>

## Support material

- Table of standard question to ease the brainstorming process (first sub-activity)
- Templates for empathy map (second sub-activity)
- [OER](#)
- [Summary presentation](#)

## Equipment

Computer

## A.

### Analysis of a company weaknesses and strengths through a SWOT analysis

- 1.** Recall the main purposes of a SWOT analysis and the procedures to be implemented (Small presentation to recap the OER related contents)
- 2.** Propose a real case study of a technical textile company to analyse
- 3.** Divide students in small groups (3-4 persons) and ask them to get relevant information about the company internal and external environment from website, studies, blogs, articles, statistical databases, journals and so on
- 4.** If possible let each group to have a direct interview with the company
- 5.** Conduct brainstorming sessions within each group for the creation of 4 different lists one for each SWOT macro area. During the brainstorming sessions propose students to use standard questions in order to ease the process (see slide 12 of the OER)
- 6.** Ask teams to prioritize the different elements emerged, for example asking to each team member to indicate the 3 most important elements of the 4 lists developed



Around half a day



Individual  
Small group



Develop &  
Deliver

## B.

### Concept poster of a new product / design

- 1.** Starting from the lists developed in the SWOT analysis ask teams (students continue to work into the groups defined for the previous sub-activity) to settle a strategy for each of the element to get the company underlined opportunities, exploit the strengths and to cope with threats and weaknesses
- 2.** Thinking about the main target of the analysed company the teams will develop an empathy map in order to get inside the customer mind (use the templates reported in the OER)
- 3.** Each group will put together the settled strategies with the empathy map findings and will develop an e-concept poster with the main features of the new product / design
- 4.** Each group will present its work to the other ones.



Less than or around an hour  
Around half a day



Small group  
Discussion



Develop &  
Deliver